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Abstract

An introduction to social media presence.

Week 1 assignment

Social Media Snapshot and Case Study

**Part 1: Professional Digital Identity Snapshot**

As I did a Google search of my full name, Jermaine Thomas, the first few results had nothing to do with me but other people with my same name except for one hit of a motivational message in which I shared. It was my surprise that I did show up in the first page of the search, I’m thankful that it was for a positive and constructive thing; here is the link to what I shared [https://plus.google.com/+JermaineThomas4050/posts/WyFPfbYoAe3](https://plus.google.com/%2BJermaineThomas4050/posts/WyFPfbYoAe3). For example, results of a former Florida State University Running Back from their football team and his highlights. Also, I noticed many invitations for background search sites that claimed that they have found me. I didn’t know that I had gotten lost, that’s a little bit of search engine humor free of charge.

 Furthermore, when I clicked a hyperlink of my name from that some post I was led to my [GooglePlus page](https://plus.google.com/%2BJermaineThomas4050/posts). GooglePlus is something that I decided to invest a little more into in the year 2014 than I do Facebook for example for my most profound sharing of information (i.e. investing, leadership and motivation, sports news that involves health and longevity, links to my personal Blogger posts, as well as posts to my personal website). With GooglePlus I was giving my best effort in 2014, and still do believe it is my most effective resource, to connect with developing my message as a speaker and contributor to leadership and the cause of student-athletes.

 Some forms of social media that I use are: Facebook, Twitter, LinkedIn, Google+, Instagram, Tumblr. I began [Facebook](https://www.facebook.com/jermaine.thomas.378) as a freshman in college at the University of Southern Mississippi in about fall 2004/spring of 2005 when it first came out and it has been a thing I’m active with often. [Twitter](https://twitter.com/GoldenEagle0408) is one of those things I stepped out of my comfort zone and created an account for, as more of a presence was there to access athletes and celebrities, I think that it is the thrill of it for most people to have that moment of reply or repost with their favorite public figure(s). [LinkedIn](https://www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-public_profile) is one of those things I am fine tuning as this is a great moment in my life in that I’m a graduate student in my prospective graduation year and it is a great tool to show my best presence to colleagues and prospective opportunities. [My Google+](https://plus.google.com/%2BJermaineThomas4050/posts) is a place where I tend to share my best of shares regarding things I produce as well as things that I love that were produced by others. I began [Instagram](http://instagram.com/goldeneagle0408/) by chance being influenced by a generation slightly younger than me, I like it so far as I can share a photo or a short video plus send it out to other sites that I have linked (i.e. Facebook, Twitter); seamless sharing. And last but not least I joined [Tumblr](http://goldeneagle0408.tumblr.com/) as a follow up to Instagram, Tumblr is like a Blog account with a feed much like Instagram or Twitter where you see the atmosphere you want to see in social media.

 Also, two sources that I have that are my first contributions to the internet are my Blogger account as my first website. In 2014 I finally started a Blog <http://jermainesdrive.blogspot.com/> to begin building upon my story and making impact on goals I have in academia and speaking to inspire others. I followed up on the Blogger account with my website <https://www.jermainesdrive.com/> in efforts to monetize the website through affiliate marketing links throughout some of my messages.

 Finally, my three questions relative to my experience with working in traditional media versus digital media are centered on: 1) tangibility; 2) longevity; and 3) control. Number one, how can I touch the info and highlight like a book? Second, how can I keep or store the highlight that I want to like I would a newspaper clipping? And third, how can I control the publicity that does show up in social media (i.e. negative press, a fake page, or something like that)?

**Part 2: Case Study Choice and Vision**

**Case Study Pack#8 Personal Branding**

 The brand of rapper [Dee-1](http://dee1music.com/) is in essence a native of [New Orleans](http://www.neworleanscvb.com/visit/) who graduated from [Louisiana State University](http://www.lsu.edu/) sharing his journey through rap to reach teens and adults with his message called [Mission Vision](http://dee1music.com/missionvision/). The ideal customer for Dee-1 appears to be teens and people in their twenties through hip-hop scenarios to casually engage minds on: American history; character lessons through other people in the spotlight such as athletes and entertainers; the purpose of education and pursuing your life’s making (a career, business, or other purpose). Dee-1’s main competitors are mainstream rappers by the likes of “[Jay, 50, and Weezy](http://youtu.be/P1IGfv8zSgw)” as one of his earlier [MTV](http://www.mtv.com/) music video premier shows as he debunks the giant topics of hip-hop music.

The brand in which Dee-1 presents challenges the status quo in hip-hop lyrics of: material worth (bling, lifestyle, etc.), personal relationships (dating, marriage, etc.), and progression in life. Dee-1 approaches these areas with a positive spin which is why he engages listeners from scholars to athletes to everyday connoisseurs of hip-hop. Dee-1’s brand is showing promise in two areas: 1) being signed to [RCA](http://www.rcarecords.com/home); and 2) he is doing speaking engagements with colleges and universities such as his visit to [Brown University](http://www.brown.edu/) with [Professor Tricia Rose](http://www.triciarose.com/biography.shtml). I watched Dee-1, a long-term independent artist with his very own marketing as O.M.A.R., [sign his contract to RCA from his faithful Honda Accord](http://youtu.be/Uoz7c0gqExs). With RCA Dee-1 can reach even more young people through leverage of their artist management and marketing and he feels that he can keep his message uncorrupted and effective. Also, I believe that by Dee-1 making his presence in speaking in colleges and universities to relay his same Mission Vision concepts through that avenue he will have lasting impact on a generation. Some ways that I keep up with Dee-1 on social media are through: [Facebook](https://www.facebook.com/dee1music), [Twitter](https://twitter.com/dee1music), [Instagram](http://instagram.com/dee1music), [Myspace](https://myspace.com/dee1music), [Tumblr](http://dee1music.tumblr.com/), [YouTube](https://www.youtube.com/user/Dee1music/about), and [GooglePlus](https://plus.google.com/116318530368842530622/about).